



Oakland Communications

Chairman: Ryan Schwertfeger

Vice Chairman: Mike Gambatese

Secretary: Wendi Seelin

Commissioners: Jim Barry, Michael Gambatese, Amy Eilert, Andrea Levy, Kerri Sirinides, William Sisti

Alternates: Patricia Carrera, Salma Chiu

Council Liaison: John McCann

Junior Member: Benjamin Good

Oakland Communications Commission Minutes: 11/7/2022

MEETING CALLED TO ORDER: 7:39 P.M.

FLAG SALUTE & MOMENT OF SILENCE

THIS MEETING IS BEING HELD IN ACCORDANCE WITH THE OPEN PUBLIC MEETINGS ACT, DULY ANNOUNCED AND POSTED IN THE OAKLAND MUNICIPAL BUILDING.

ROLL CALL

ALL COMMISSIONERS PRESENT UNLESS NAME LISTED BELOW. IF LATE, WHAT TIME COMMISSIONER ARRIVED. IF LEFT EARLY, WHAT TIME COMMISSIONER LEFT THE MEETING.

- Absent: Commissioner Amy Eilert, Jr. Commissioner Benjamin Good, Councilman John McCann, Borough Clerk Michael Carelli. Late Arrival: Salma Shamy at 7:48pm.
 - On motion of Commissioner Levy, seconded by Commissioner Gambatese, to Excuse Commissioner Eilert due to sickness.
 - Ayes: 7 Nays: 0 Abstain: 0 (7 ayes – 0 nays – motion carried)

CHAIRMAN'S REPORT

- Resignation of Alex McVeigh from the Commission
 - Mr. McVeigh tendered his resignation after the September 7, 2022 meeting. We have two new Commissioners: Kerri Sirinides and Amy Eilert. Kerri Sirinides is also the Chair of the Newsletter Committee and Amy Eilert has expressed interest in joining the Welcome, Website, and Social Media Committee. Chairman Schwertfeger has put her in touch with Commissioner Gambatese.
- Welcome to the two new Commission members, Amy Eilert and Kerri Sirinides
 - Welcome to Kerri Sirinides and Amy Eilert. We are happy to have you join us.
- Mayor & Council Meeting Conversions (from DVD to digital file) IS COMPLETED!
 - Chairman Schwertfeger stated he has finished the transfer of Mayor & Council Meetings to digital files. Google Drive is over 80 % full.
- Altice to pilot their HD-PEG broadcasting in Oakland
 - Altice will be starting their rollout of the SD to HD Pilot program by the end of November. Picture will be much better for the viewing public. Broadcasting in HD on Altice is expected to be live by the end of November.
- OCC & OPL Learning Courses Collaboration
 - Chairman Schwertfeger shared that he has reached out to Peter Havel at the Library with regards to working together to create a mutual learning situation for both the public and the commissioners. Commissioner Schwertfeger shared with Peter Havel, Director of OPL, what type of computers will be needed. The plan is to discuss with OPL and see if we can get something together for the new 5 Year plan that has to be updated and submitted next year.
- Email Addresses Created - Committee Head and Vice Chairs should have access
 - Emails have been created for the Bulletin Board committee and the Welcome, Website and Social Media committee, all the Committees now have emails and these should be used and accessed by the Chairperson and Vice Chairperson. Commissioner Kerri Sirinides stated she does not have access to the Oakland Crossroads newsletter email account. OCC Secretary Wendi Seelin agreed to send an email to Liz Llorente asking for the access information.

OPEN TO PUBLIC DISCUSSION, ONLY IF PUBLIC PRESENT

LIMIT OF 3 MINUTES PER PERSON WITH OPEN SESSION NOT TO EXCEED 15 MINUTES UNLESS EXTENDED BY MAJORITY VOTE OF THE COMMISSION.

On motion of Commissioner Barry, seconded by Commissioner Levy, this portion of the meeting be opened for public comment.

ROLL CALL: Ayes: 7, Nays: 0, Abstain: 0 (ayes 7 – 0 nays – motion carried)

CLOSED FOR PUBLIC COMMENT:

On motion of Commissioner Gambatese, seconded by Commissioner Levy, this portion of the meeting be closed to public comment.

ROLL CALL: Ayes: 7, Nays: 0, Abstain: 0 (7 ayes – 0 nays – motion carried)

APPROVAL OF MINUTES

- May 2022 Meeting Minutes
 - On motion of Commissioner Gambatese, seconded by Alt I Carrera
 - ROLL CALL: Ayes: 5, Nays: 0, Abstain: 2 (5 ayes – 0 nays – motion carried)

- September 2022 Meeting Minutes
 - On motion of Commissioner Sisti, seconded by Commissioner Gambatese, this portion of the meeting be opened for public comment.
 - ROLL CALL: Ayes: 7, Nays: 0, Abstain: 0 (7 ayes – 0 nays – motion carried)

THE BOROUGH REPORT

BOROUGH ADMINISTRATOR DESIGNEE, OCC SECRETARY & BOROUGH COUNCIL LIAISON

- Altice & Verizon Donation Request Letter Towards Senior Center Camera Project Update - Michael Carelli
 - Letter was mailed late October and decision made by Commissioners to follow up the week of 11/28/22
- VHS to Digital File Conversation Phase II Update - Wendi Seelin
 - 119 tapes were picked up by Bob Modero from Classic Conversions. We can expect the conversions back by Mid January.
- Television & Newsletter Committee Members ID Project Update - Wendi Seelin
 - Several public facing members came in or sent in photos and ID's were made and distributed. Secretary Seelin took 2 photos and will prepare IDs and contact persons for pick up when ready
- Fiber Loop Completion Update - Council Liaison McCann
 - Councilman McCann was not present, the deputy clerk Wendi Seelin stated that this is a Borough Project not OCC and Borough will let OCC know when the project is done and recommended it be removed from our agenda going forward.
 - Chairman Schwertfeger stated that he is aware that it is a borough project, would like our liaison to report to us any updates on the status.
- Oakland TV Sponsorship Program Implementation Process- Council Liaison McCann & Michael Carelli
 - Deputy Clerk Seelin reporting for Borough Clerk Michael Carelli stated that they need to finalize the application. The Clerk's office will accept monies collected, track and relay applications. Deputy Clerk Seelin reminded the Commissioners that the program has to have a fair and open process to all when launching. OCC Secretary requested that the Application Document be sent to her.
 - Chairman Schwertfeger highly suggested that when the TV Committee has a reorganization meeting in January, they should probably have Mr. Carelli or Secretary Wendi Seelin attend to work out the details of what role the TV Committee has and what role the Borough of rolling out the TV Sponsorship program.

COMMITTEE REPORTS

● **Television Committee:** *Jim Barry*

- Budget request for new camera and wireless mics review
 - We have a budget request for two new cameras and microphones. The current cameras and mics are outdated and do not work well. Committee is requesting these items in their budget.
- Review of 2021 vs. 2022 stats for viewership-chart attached
 - Review of the Stats from LocalBTV - Good news the report shows that our viewership increased by 200 people just through this application alone. The other companies that broadcast the channel (Verizon and Altice) do not provide this type of information to us. Commissioner Barry thought this was an excellent increase and it shows people are watching. Purpose is to let people watch who don't want to leave the house for meetings.
- Update on a class or classes on Adobe Premiere and Final Cut Pro to increase knowledge amongst volunteers about video editing.
 - Need help with the post production. Commissioner Barry wants to educate the team to learn editing. Commissioner Barry has a contact that has offered to come in and teach the group. Planning board meeting was done strictly through Commissioner Schwertfeger phone and worked well. We had another company come in and give us a quote. All part of the 5 year plan. Secretary Seelin stated we should have it next week. We need help with editing from the TV Committee. Anyone on Commission interested in attending and taking part? Debating if it will be a full day class (on a weekend) or a few classes over a period of time (i.e. every Thursday from 7-9pm for 5 weeks)
- Memorial Day Parade Editing Status - Benjamin Good
 - Salma asked what the length of the videos are that need editing, Commissioner Barry said the video is approximately 1 hour long, there's multiple sources and knitting it all together through the drive has become difficult. Salma asked if they thought about making segments, so people can just see highlights and would volunteer for a 3 minute highlight reel. Commission Salma would like to get involved if the segments are shorter.
 - Commissioner Levy suggested a year in review.
- *Exploring Oakland* Program Update – Benjamin Good
 - Commissioner Barry stated it's being worked on
- Bumpers for Oakland TV – Benjamin Good
 - Commissioner Barry stated it's being worked on
- Work on Intro to *Oakland Archives* Program, Featuring Converted VHS & DVD Programs - Benjamin Good

● **Newsletter Committee:** *Kerri Sirinides*

- Add Additional Subscribers to Borough Newsletter via Community Pass Mailing List - Wendi
 - This project is on hold at this time, and will keep advised of any changes 627 names are on the Recreation list.
- More Volunteers Are Desperately Needed - New Volunteer Interest
 - OCC Secretary stated as per recommendation by Mr. Kunze Borough Administrator- suggested contacting the local colleges with journalism programs for student interns.
 - Commissioner Levy suggested a Students Corner- some type of representation from each school. Commissioner Sirinides stated that the student reports are very good and their perspectives on issues are very interesting.
 - Commissioner Sirinides is working on the December Newsletter story.

● **Bulletin Board Committee:** *Salma Chiu*

- Additional Music Submissions Needed
 - Deputy Clerk relayed that the Borough Administrator, Mr. Kunze suggested getting music from the local schools. Chairman Schwertfeger was concerned about copyright infringement, suggesting to ask when inquiring.
- Birthdays, Anniversaries, etc. on Oakland TV Bulletin Board – To Be Announced and Launched Only Once An Additional Member of the Bulletin Board Committee Gets Remote Access/Joins the Committee
 - Chairwoman Salma Chiu of the Bulletin board committee stated that she still has no remote access and can not seem to get Mr. Dies to respond to her about providing it. OCC Secretary will work to help Salma get access and an appointment with Mr. Dies. Vice Chairwoman Carrera needs training to review the process of the Bulletin Board, Chairman Schwertfeger suggested at their January Reorganization meeting they schedule time to do a

Bulletin Board refresher. Commissioner Chiu will do a follow up with schools. Will remind them of the opportunity to get their music out to the public.

- **Welcome, Website & Social Media Committee: *Mike Gambatese***

- Welcome Packet: Update on Committee Meeting- Discuss Quotes and Designs for bags (possible vote)
 - On the 4th the committee had a meeting to discuss and assign tasks for quotes for the Welcome Packet. Patricia got a quote for the bag, Commissioner Levy is working on the design with Emily. Commissioner Levy has obtained the Business List.
 - Discussion on Welcome Bag revealed the following:
 - Commissioner Levy and Committee Member Emily Kern are working on the design of the bag, Commissioner Levy stated that they are thinking of using words with photos of the business and history of Oakland.
 - Alternate I Carrera stated that she got a quote from a printer she uses, they recommended 3 bags that were within the budget of 400.00 for 200 bags.
 - Chairman Swertfeger stated they need 3 quotes from 3 different vendors.
 - Alt I Carrera stated she only got one quote thinking others on the committee were getting quotes as well.
 - Chairman Schwertfeger stated we have to go with the lowest quote.
 - Committee will set limits and style and then do the work outside of meetings.
 - Alt I Carrera stated the Day Tote is specifically for literature. She can look at other vendors.
 - Commission Gambatese questioned the reason for 3 quotes: do you need 3 quotes for a \$400.00 item. The OCC Secretary will check if there is a threshold.
 - OCC secretary stated Mr. Kunze wants the group aware that it is a Borough and Communications Commission giveaway not just OCC.
 - Artwork needs to be approved by the borough.
 - Alt I Carrera is working on the letter to be put in the bag
 - Vote for day Tote: Day tote approved by all for the bag to use. Commissioner Gambatese stated that he will work on the quotes.
 - OCC Secretary stated a Requisition needs to be created and signed off on, then PO created and signed by the vendor, then ordered. We will need a W-9 and NJBRC from those vendors. Commissioner Gambatese working on additional quotes.
 - Commissioner Levy stated that she and Emily never met. Concept is to take letter word representations of everything in town, history, fabric of the town and current items graphic design, a word tree that represents all of Oakland. Should be easy to accomplish as well. Can do a 1 or 2 color to keep cost down. Chairman Schwertfeger asked what the color of the bag would be, Commissioner Levy stated Blue and Yellow. Chairman Schwertfeger can provide the OCC Style guide to Levy, so that she has a guideline. Forest green for the oak tree and lighter color for other printing.
 - Commission will proceed by getting design and cost together so that the requisition can be approved. Commissioner Gambatese asked if we get everything in by next week if there is enough time, I stated that the next meeting is the 22. Wendi will inquire about how many quotes we need. Schwertfeger asked to have a vote on the type of bag, cap of how much to spend, and need design options emailed to committee for approval. Commissioner Levy suggested one color for the bag, which would allow for more room to print on the bag. Levy asked that anyone with ideas send them to her.
 - Vote on bag, art design, color. Amount:
 - Motion: Commissioner Levy Second: Alt I Carrera (Ayes: 7 Motion passed)
 - Social Media: Discuss with Mike Carelli what the OCC can do to assist him-
 - Commissioner Gambatese said he will discuss this when Mr. Carelli is at the meeting
 - Website: Discuss tasks for new members to work on-
 - Commissioner Gambatese said he will discuss this when Mr. Carelli is at the meeting.

- **Review & Grants Committee: *Ryan Schwertfeger***

Letter sent for donation request to Altice & Verizon and waiting on response

- As per discussion under Borough report, a follow up to the letter sent will be done the week of November 28, 2022
- Chairman Schwertfeger would like to schedule a Review and Grants Committee meeting in January/February 2023 with Council Liaison and members of the Review & Grants Committee to discuss how to plan to receive OK from the Recreation Commission and receive donations towards the camera project.

OLD BUSINESS

- Promotional/Identifier Items Discussion
 - Status Update? Quotes collected by Patricia for Welcome Committee bags which could serve a dual purpose as identifiers for our Commission, our Committees, and support the committee's aims.
 - Discussed held on this topic as part of the Welcome, Website, Social Media Committee Report

NEW BUSINESS/DISCUSSION ITEMS

- OCC 2023 Budget Review
 - Chairman Schwertfeger did a brief summary of his responsibilities to submit the budget, he asked that the Capital Project Requests be pulled for separate review. Chairman went through all the budgets that he is preparing to review with the Borough Administrator and CFO.
 - Our budget request does not include: Capital Expenditures it's separate
 - The Budget Request does include a stipend for our secretary. The proposed budget is \$15,550.00 a decrease of \$2,000.00 over what was requested last year, but just shy of \$4,000.00 more than what we received in 2022, keep in mind that we did not have a secretary, that amount is \$1,200.00.
 - New 5 year plan coming out next year, allows the Borough to see what we have in the works for the OCC.
 - Newsletter Committee budget is \$600.00, \$400.00 of that is dedicated to Constant Contact in case we go over the allotted amount of subscribers. \$100.00 for Social Media advertising to promote the newsletter and see if we can get more people in town aware of it and subscribe to it.
 - Contracted Services is \$4,000.00, for the Control room engineer and additional money in case something breaks or needs extra services.
 - Professional development is down from last year to \$150.00. We have been trying to attend a TV Conference through JAG, but it didn't work out for last year and we are leaving in the budget for the possibility of attending in future.
 - The TV Committee request is for \$5,100.00, \$550.00 is for creative cloud subscription, we split this with the Borough as the Clerk uses it as well. There is money reserved towards replacing a battery in the equipment rack that will be coming up soon. Approximately \$2,000.00 for the final phase of digital conversion, there are 95 VHS cassettes left to be transferred. There are 35 DVDs that could not be converted in house, looking to have them done next year.
 - Memberships to NJ Access Group which allows us to download content if needed.
 - The Welcome Website Social committee has a budget of \$1,000.00 towards printed welcome books and printed materials as well as additional tote bags if needed. We will need local business input and support to get it going and help finance.
 - The Bulletin Board Committee request is for \$1,300.00, this amount covers our contract with the Bulletin Board provider.
 - The Miscellaneous budget is \$1,000.00 has been part of the budget forever and covers any

miscellaneous purposes that are small in nature or for use if another committee needs it.

- The Commission budget is \$900.00 and is inclusive of snacks for the volunteers that work the events. A request to purchase a Flat Screen TV and accessories to take to events to present our work to the public and recruit volunteers.
- We are increasing our Google Drive Storage to 5TB at an annual fee of 290.00.
- Included is a Social Media Promotion budget to use for social media advertising to get volunteers, viewers and subscribers.
- There is an expense budget of \$255.00 towards unbudgeted expenditures that come up throughout the year.
- Commissioner Levy stated if having trouble with budget then the VHS Conversion can be put off.
- Motion to approve the 2023 Budget: Motion: Commissioner Barry, Seconded by: Commissioner Levy,
 - ROLL CALL: Ayes: 7 Nays: 0 Abstain: 0 (7 ayes – 0 nays – motion carried)
- OCC 2023 Capital Budget Request Item Review:
 - Fiber Loop Senior Center: One time expenditure that benefits the Borough
 - Chairman Schwertfeger wrote up the justification for the project. He stated when we did the control room update there were no grants, the town provided the money. We are asking the town for half of the money to proceed and will look to raise the other half of the money with donations, grants and other resources. We have one quote from Outreach FX. The chairman used their quote for a total cost of 48,000. We are asking for the town to contribute 25,000. We are showing the town that we are willing to look for and obtain money outside of town funding.
 - On motion of Commissioner Barry, Seconded by Commissioner Sisti,
 - ROLL CALL: Ayes: 7 Nays: 0 Abstain: 0 (7 ayes – 0 nays – motion carried)
- Replacement of the Television Committee Video Cameras & Wireless Microphones
 - Commissioner Barry stated our video cameras are very old, there are issues converting files to editing software, they are also not volunteer friendly.
 - Commissioner Barry stated that the cameras are outdated technology, they are 10 years old.
 - Commissioner Schwertfeger is asking the town for 2 Cameras, when we move forward on the sponsorship offering we can use monies raised to purchase a third camera.
 - Commissioner Barry is asking for Wireless microphones, the ones we have are broken, repair possibilities are not viable. We need new Microphones!
 - On motion of Commissioner Sisti, Seconded by Alt I Carrera
 - ROLL CALL: Ayes: 7 Nays: 0 Abstain: 0 (7 ayes – 0 nays – motion carried)

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- On motion of Commissioner Levy, seconded by Commissioner Sisti, this portion of the meeting be opened for public comment.
 - ROLL CALL: Ayes: 7, Nays: 0, Abstain: 0 (7 ayes – 0 nays – motion carried)
- Steven Panosian, 69 Glen Gray: He works with a company that uses a very unique product and would like to get one for the commission to try as a sample to consider purchasing. Mr. Panosian stated he will look into a sample for us to try for demonstration of the product.
- Motion to Close to Public: Alt I Carrera, seconded by Commissioner Levy: All in favor Aye

UPCOMING OCC MEETING DATES, EVENTS, AND DEADLINES

- Holiday Lighting Ceremony - December 4, 2022, 5 PM, Veterans Park
 - Commissioner Barry and Dave Stellenwerf will attend the event. Commissioner Levy will attend and take pictures, and Chairman Schwertfeger told Emily to send over any pictures she captures.
 - Chairman Schwertfeger reminded Commissioners: Gambatese, Levy, Sirinides, Alt I Carrera & Junior Commissioner Benjamin Good that their terms will be expiring at the end of 2022 and to please join us again, please fill out the Citizens Leadership Form.
 - Next meeting is later than usual in the month January 23, 2022 7:30 PM
 - Chairman Schwertfeger reminded the committees that they must have a reorganization meeting in January.

MEETING ADJOURNED:

- On motion of Commissioner Barry , seconded by Commissioner Levy
 - ROLL CALL: Ayes: 7 Nays: 0 Abstain: 0 (7 ayes – 0 nays – motion carried)
- Meeting Adjourned 9:15 PM

THE NEXT COMMUNICATIONS COMMISSION MEETING WILL BE HELD ON MONDAY, JANUARY 23, 2023 AT 7:30 PM IN COUNCIL CHAMBERS.

Commissioner Jim Barry	End of 2024
Commissioner Michael Gambatese	End of 2022
Commissioner Andrea Levy	End of 2022
Commissioner Kerri Sirinides	End of 2022
Commissioner Amy Eilert	End of 2023
Commissioner Ryan Schwertfeger	End of 2023
Commissioner William Sisti	End of 2024
Alternate Commissioner 1: Patricia Carrera	End of 2022
Alternate Commissioner 2: Salma Shamy	End of 2023
Junior Member: Benjamin Good	End of 2022